



Background

I am producing a piece of coursework investigating The National Ice Centre, also known as the Trent FM Arena.

The Trent fm arena is located in Nottingham, England. Just east of the city centre, it is close to the historic Lace Market area. As well as hosting ice skating and ice hockey, it also doubles as the Trent FM Arena Nottingham, where many popular bands play, and it serves as a conference centre.

The site has had an ice stadium on it since 1939, but the old building was showing its age: hence its nickname, "The Barn". Several buildings were demolished to make way for the new arena, including an Art Deco warehouse on the opposite side of Barker Gate, and bodies had to be exhumed from a nineteenth century graveyard found under the car park. This obviously led to some controversy at the time; but The Old Cricket Players pub was initially spared. It was eventually pulled down to make way for an apartment block called the "Ice House". The Ice Stadium closed in April 2000 and was demolished soon after to make way for the building of the second public rink.

The current building was first announced in September 1995 at an estimated cost of £13 million - part of which was to come from National Lottery funds. The plans were unveiled in October 1996, by which time the British Olympic Association had got behind the proposal. The first public skating session took place in April 2000. The final cost of the project was around £40m, 10% of which came from the lottery - one of the highest grants awarded.

The stadium is home to the Nottingham Panthers ice hockey team, founded in 1946 (although disbanded in 1960 and reformed 20 years later). The earlier building was the training ground for Olympic ice dancing champions Jayne Torvill and Christopher Dean, who lead the first public skating session in the new building. There are two ice pads. The capacity of the main arena is up to 10,000 depending on the configuration used. The NIC is also a Wi-Fi hotspot using the BT Open zone network.

A rare 1,100 year old Saxon jug was turned up during excavations in July 1998. It was put on display at the Nottingham Castle Museum.

Trent FM Arena Nottingham was formerly called Nottingham Arena and was renamed on first April 2008, as part of a four year naming rights for the local radio station. The Arena will still be managed by the Nottingham Ice Centre Ltd.

Contact Details

Trent FM Arena Nottingham

Bolero Square

the Lace Market

Nottingham

NG1 1LA



Tel:0115 853 3000
24 Hr Hotline: 08444123624

Main Activities and users

The main users of the Trent fm arena are the Nottingham panthers (ice hockey team), young people going skating and famous musicians/artists come to the arena on a regular basis to perform to the people of Nottingham.



Who owns Trent fm Arena?

Trent fm arena is currently run by Nottingham ice stadium ltd and is funded by the city council and support England.

Stake-holder: Interests: Influence: Conflicts

Stake-holder	Interests	Influence	Conflicts
--------------	-----------	-----------	-----------

Lindsey's - caterers	good kitchen facilities, know when big gigs are playing etc.. storage space, NIC to cover costs like insurance etc.	Medium-because if they decide to pull out it will not close down the NIC.	Caterers want to use cheap ingredients and charge high prices for maximum profit but costumers want cheap food to save money
Evergreen - cleaners	Good cleaning facilities, storage space for equipment,	Low-because they do not have a major effect on the NIC all they do is clean and if they pull out new cleaners can come in at little notice	They would want to keep the place clean as possible but people would drop litter
Local community	Activities to do e.g. ice skating, watch performances e.g. changing facilities, food outlets, car parking, equipment to borrow and costumer service	the local community has a major effect because if they decide not to come the NIC will not make any money and would eventually close it down	The locals would want peace and quiet put the public would want to have a good time and be loud etc
General public	Excellent facilities e.g. restaurants etc, shops	Major-because if they decide to go somewhere else to skate or not go any more then the NIC would lose money and eventually close	
Sponsors	Good revenue in return, want to be seen where people are and value for money	major-because sponsors fund the NIC and if they want some one to come or something to happen the NIC would have to do it as they sponsor them	The would have to face competition from other brands so that there name can go on display in the venue etc
Concert promoters	Big stadiums, good facilities for performers, security, ticket sales, promoting, good sales returns	Major-because if they do not promote the concerts that are coming to NIC then people would not know about	

Nottingham Panthers	Good facilities, time on ice, equipment, information on tournaments etc, money,	Medium-because they promote the NIC as its their home stadium but if they decide to move it would not close the NIC	The would want to have time on ice but the public also would want time on the ice to
Nottingham Panthers	Good facilities, time on ice, equipment, information on tournaments etc		

Emergency services	Time to inspect the building before major acts,	Major-because if they decide not to work for the NIC etc.. they could not have any acts as they would not meet the safety standards	Want to be paid on time and want a good pay
Employees	Respect, environment to eat and relax etc. time to plan for major acts,	High-because if they go on a strike etc. they would not have anyone to work or sell things etc.	They would want to be paid on time and want a good pay
Showsec (security)	time to get ready for events, equipment etc. and places to hold people if they cause trouble etc.	High-because if they do not keep the place safe and the public secure then the NIC would have to close until security comes back	They want to be paid on time and want a good pay
National Ice Skating Association (NISA)	high standards and should be able to hold skating events with out any problems	Medium-because they do not fund the NIC and if they decide not to represent the NIC it would not have a major effect	
Shop	good place to open shop e.g. near entrance funding for things to sell	Medium-because they will sell NIC brands and bring money into the NIC	They would want to sell cheap stuff at high prices but the public want low prices
Nottingham City Council (NCC)	High standard and welcoming for tourists, wants to be known, wants people to know the NIC in different countries	High because the NCC is funds the NIC and if it does not fund it the NIC will not be able to stay open	
Way Ahead – ticket sales	good customer responses when buying tickets, queues,	High because if they do not sell tickets the NIC will not make money and will not be able to stay open	High ticket prices but public want low ticket prices

- 1) Nottingham city council
- 2) Emergency Service
- 3) Employees
- 4) General public

Nottingham city is a major stake-holder in the NIC because the NCC has the power and authority to close the NIC if they do not bring in customers or meet the financial targets or the agreements made between the NCC and the NIC. One of the main reasons the NCC is a major stake-holder is because the NCC gives funding to the NIC and updates it with the latest technology every year.

The emergency services are second most important stake-holders because if national ice centre does not meet there health and safety regulations then the nation ice centre will not be able to continue there events etc.

In my opinion the employees are the third most important stake-holders because if they decide to go on strike or to quit the national ice centre will not be able to continue because they will not have anyone to help the public and look after the national ice centre.

The general public comes fourth for me because if they decide not to come to the national ice centre then the NIC will not make any money and will have to close.

CONFLICTS:

How would the NIC resolve its conflicts?

The NIC would resolve the conflict about Evergreen Cleaners by encouraging the public not to drop litter and have bins put in certain places.

The NIC would solve its conflict about the Nottingham panthers by giving them times on the ice when there would be hardly any public on it, so for example most of the public would come in the evening at times after 4 p.m. so the NIC would let the Nottingham panthers train on the ice at times ranging between 9-am and 3 p.m. also the NIC would have to keep the ice clean so it would not cause any problems for the NP.

The NIC would solve its conflict about the employees by giving them a fixed date/day of when they would be paid so for e.g. say if the employees are paid on the 26th of every month then the NIC would have to make sure they are paid on the 26th of every month.

The NIC would solve its conflict about the ticket prices by giving the public discounts for the higher number of tickets they buy so for e.g. if one ticket is £30 then they would sell two tickets for £28 so the public would think they are saving money but in fact they are saving very little.

What is a stake-holder?

A stake-holder is someone who invests money or is a major company/person for a business for example a stake-holder for the NIC is the NCC because it invests money.

A stake-holder is also someone who effects or is affected by the business's decisions.

Examples of stake-holders

Stake-holders Interests

Owner's private/shareholders – Profit, performance, direction

Government – taxation, VAT, legalisation

Senior management staff – Performance, Targets

Non- Management staff – Rates of pay, Job security

Trade unions - Working conditions, minimum wage

Customers - Value, quality, customer service

Creditors – Credit score, new contracts, liquidity

Local community – Jobs, involvement, shares, environmental issues.

Wakas Masood